

2012 Online Recruiting System Survey

Introduction

During the month of August, 2012, the DES Statewide Recruitment Services team conducted surveys with users of the online recruiting system (OLRS) to monitor whether the system was continuing to meet their needs.

Two different surveys were conducted, one for professional users including agency recruiters and HR staff, and the other for job seekers. The professional user survey included questions related to the use of external tools such as job boards, social media, and the HR website to provide DES with data on the use of these tools and identify potential areas for new services.

The information that follows provides a summary of the results from both surveys.

Professional User Results

Participants

Responses were received from 114 recruiters, human resource generalists, human resource or recruiting managers who have OLRS access. Participants representing 40 different organizations came primarily from state agencies though responses were also received from users at state commissions, boards, and offices. The following provides a summary of the roles of the participants who responded:

Recruiters	43.0%
Human Resource Generalists	39.5%
Human Resources Supervisors/Managers	13.2%
Recruiting Supervisors/Managers	4.4%

Use of the online recruiting system

Almost all participants (94.6%) use OLRS for posting jobs, and a high percentage use the system to support other recruiting processes. Only 14 respondents indicate they use the system solely for posting. Their reasons vary, but they trend toward the participants using their own procedures to process candidates. The majority of agencies who grant managers access to the online hiring function mention that managers use it successfully. The table below provides additional statistics on agency use.

Post Jobs	94.6%
Accept Applications	84.8%
Forming Eligible Lists	88.4%
Creating Referred Lists	82.1%
Using to Support Applicant Flow Tracking	43.8%
Entering Hires	69.9%
Viewing Referred Candidates	63.4%
Managers Accessing OHC to View Candidates	28.6%

Use of other external tools

Several questions about the use of external tools to support recruiting processes were included in the survey to gauge the statewide need for these types of services in the future.

Of the responses received, 63% indicated they use **job board services** such as Craig's List and Dice to attract or source candidates for hard to fill positions. Respondents use college/higher education sites more frequently than other job boards.

Some respondents (26.7%) use **social media/networks** to support recruiting efforts, while, 13.3% plan to access them within a year. LinkedIn makes up 38.6%, Twitter, 28.1%, and Facebook, 22.8% of the social media/networks participants use. For the respondents using social media/networks, 53.6% do so for all or a majority of their positions, while 46.4% use them only for hard to recruit positions. Questions related to hiring outcomes after using the networks indicate users are unsure or unable to track them.

One question addressed use of the **HR website** by Recruiters for guidance. The majority (56.6%) of participants access the website for recruiting information.

Recruiter experience

Some positive comments about the Recruiter experience include one from a new Recruiter who mentions that the OLRS is easy to use and understand. Another respondent notes that the system is great and very user friendly. A concern for a few participants has to do with formatting issues, such as changes in font appearance when pasting from Word to OLRS, which is being addressed by NEOGOV.

In summary, the responses from the professional users indicate the OLRS is supporting their recruiting needs. The Statewide Recruiting Services team will review the recruiter responses and the data will be used to support the state's requests to NEOGOV for further enhancements to meet the needs of our customers.

Job Seeker Results

Participants

Of the 549 survey participants, 67.9% are state of Washington residents not employed with the state, while state employees make up 22.1% of respondents. Job seekers who are not Washington residents account for 10% of participants.

How respondents were first directed to careers.wa.gov

The top three ways respondents first navigate to careers.wa.gov include, having knowledge of the site when applying for other state jobs (28.2%), being referred by WorkSource (18.2%), and seeing an announcement (14.3%). Many participants (24%) are first directed to careers.wa.gov through other sources, including friends and family, referrals by state employees, and Internet searches for jobs.

Satisfaction with the online recruiting system

The table below shows that most participants are either satisfied or very satisfied with the aspects of OLRS surveyed. The majority of participants create an account in less than 15 minutes. Most are able to login successfully to effectively search for jobs, locate information and tools needed, sign up for job alerts, and add attachments, and use tips and resources.

	Satisfied or very satisfied	Unsatisfied or very unsatisfied
Login in	92.8%	2.6%
Search for jobs	89.5%	3.5%
Locate information and tools	87.7%	3.9%
Sign up for job alerts	87.1%	3.5%
Add attachments	85.6%	6.3%
Use tips and tools	79.6%	3.7%

Satisfaction with postings and communications from agencies

The table below shows that most respondents are either satisfied or very satisfied with employer postings. Duties and qualifications are well understood. Job titles assist respondents in finding positions of interest. Applicants are more satisfied with postings as source of information about fit with a position than fit with an agency. Respondents are less satisfied with communications from agencies about their status once an application is submitted.

	Satisfied or very satisfied	Unsatisfied or very unsatisfied
Duties understood	91.1%	2.4%
Qualifications understood	89.7%	3.4%
Job titles informative	87.7%	3.8%
Fit with a position	84.1%	3.8%
Fit with an agency	76.1%	4.3%
Agency communications	69.1%	16.4%

Job seeker assistance from the Department of Enterprise Service Center

A small percentage (5.8%) of respondents contacted the Service Center for assistance. The table below shows that most are either satisfied or very satisfied with the assistance received in setting up an account, the ability of the staff to answer questions, the timeliness of staff responses, and overall satisfaction with the services provided.

	Satisfied or very satisfied	Unsatisfied or very unsatisfied
Account assistance	76.5%	4.9%
Answering questions	68.5%	8.2%
Timeliness of assistance	68.4%	6.6%
Overall satisfaction	71.7%	9.8%

Job seeker experience

One positive comment on the job seeker experience mentions that the system is very convenient, and while another indicates the application process is easy to follow and understand. No one area is targeted for change. A small number of respondents express a desire for more search options.

General comments on careers.wa.gov

Nearly half (46.4%) of the general comments were positive. For example, the application process is seen as straightforward and efficient, the system response time is considered excellent, and careers.wa.gov is viewed as a great tool for applying to jobs. As with the job seeker experience no one area is a focus for change. A few participants suggest that a place be added to the application to show that a candidate has been laid off from a state job.

In summary, job seekers indicate the OLRS provides a desirable and effective tool for applying to state jobs. As with the Recruiter survey, the Statewide Recruiting Services team will review the job seeker responses. Also, survey comments will be considered with state requests to NEOGOV for enhancements to meet customer needs and shared with the state's human resources community.

Prepared by the DES Statewide Recruiting System Team

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